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**AMENDMENTS TO THE CLAIMS**

This listing of claims will replace all prior versions and listing of claims in the application.

1. (Currently Amended) A system for providing an interactive look-and-feel in a playing device receiving a digital broadcast, comprising:

a signal generator which generates a digital signal comprising interleaved bits of at least one of audio, video and binary data for play on a playing device, and private data:

the private data includes an event identification for said at least one of audio, video and binary data and an indication of a number of hot-spots for linking to additional at least one of audio, video and binary data, each hot-spot being linked to said additional at least one of audio, video and binary data by link data, said link data including a set of coordinates defining a location on the playing device, link event identification indicating the additional at least one of audio, video and binary data coupled to the set of coordinates, wherein the set of coordinates defines two or more points, and synchronization time indicating the temporal position of the additional at least one of audio, video and binary data;

means for continuously broadcasting said digital signals from a head end server without transmission from the playing device for playing at least one of said audio, video and binary data and said additional at least one of audio, video and binary data; and

a receiver which receives said digital signal at user locations and plays at least one of said audio, video and binary data on said playing device, and is adapted to selectively exercise upon a hot-spot by reading said link data and playing said additional at least one of audio, video and binary data on said playing device, the receiver including a processor for identifying the two or more points and positioning the hot-spot portion of the broadcasted digital signal therefrom.

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2. (Cancelled) The system of claim 1, , and wherein the receiving device comprises a processor for identifying the two or more points and positioning the hot-spot portion of the broadcasted digital signal therefrom.

3. (Previously presented) The system of claim 1, wherein the private data enables a plurality of portions of the broadcasted digital signal to be separately selectable.

4. (Cancelled)

5. (Previously presented) The system of claim 1, wherein the at least one of audio, video and binary data is in MPEG format, wherein the generator comprises an MPEG encoder, and wherein the receiving device comprises and MPEG decoder.

6. (Previously presented) The system of claim 1, wherein the synchronization time corresponds to a time code characterizing a corresponding image in the video data.

7. (Currently Amended) A method for providing for an interactive look-and-feel in a playing device receiving a digital broadcast, the method comprising processing a digital signal comprising interleaved bits of at least one of audio, video and binary data for play on a playing device, comprising:

generating private data that includes an event identification for said at least one audio, video and binary data and an indication of a number of hot-spots for linking to additional at least one of audio, video and binary data, each hot-spot being linked to said additional at least one of audio, video and binary data by link data, said link data including a set of coordinates defining a location on the playing device, link event identification indicating the additional at least one of audio, video and binary data coupled to the set of coordinates, and synchronization time indicating the temporal position of the additional at least one of audio, video and binary data;

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processing the private data and digital broadcast to generate the digital signal; and  
transmitting to a receiving device the digital signal continuously from a head end server without transmission from the playing device for playback of at least one of said audio, video and binary data and said additional at least one of audio, video and binary data such that the receiving device identifies two or more points and positions hot-spot portion of the broadcast digital signal.

8. (Cancelled)

9. (Cancelled)

10. (Previously presented) An apparatus comprising at least one processor adapted to execute the method according to claim 7, for generating the digital signal.

11. (Previously presented) The apparatus according to claim 10, further comprising a transmitter that transmits the digital signal.

12. (Previously presented) The method according to claim 7, wherein said processing the digital signal is executed after the digital signal is received as a broadcast signal.

13. (Previously presented) The method according to claim 12, further comprising:  
playing at least one of said audio, video and binary data on said playing device; and  
selectively exercising upon a hot-spot by reading said link data and playing said additional at least one of audio, video and binary data on said playing device.

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14. (Previously presented) An apparatus comprising at least one processor adapted to execute the method according to claim 7, for receiving, or after receiving, or both for an after receiving, the digital signal as a broadcast signal.

15. (Previously presented) The apparatus according to claim 14, wherein the apparatus separates at least one of audio, video and binary data and the private data.

16. (Previously presented) The apparatus according to claim 15, wherein the apparatus decodes the private data.

17. (Previously presented) The apparatus according to claim 14, further comprising a display device.